

**Job Role description: Products and Services Marketing Executive**

**Location:** Hybrid working, min 2 days in the Birmingham Office

**Salary:** £27,000–£32,000 per annum (depending on experience)

**Contract Type:** Full-time, Permanent, 35 Hours per week

**Benefits:**

- 25 days annual leave + Bank Holidays + 3 days over Christmas.
- TOIL (Time Off in Lieu)
- 10% non-contributory employer pension
- Free car parking (employer contribution)
- Hybrid working flexibility

**About Us**

RE Today and NATRE (National Association of Teachers of Religious Education) are at the forefront of supporting schools with high-quality resources, training, consultancy, and membership services to empower teachers in delivering excellent Religious Education (RE). Our work supports teachers, students, and wider school communities to explore religion, worldviews, and ethics with accuracy and respect.

We are seeking a dynamic, proactive and creative **Products and Services Marketing Executive** to lead the promotion of our extensive portfolio, including publications, training, consultancy services, and NATRE membership packages. This role is central to raising awareness of our offerings, engaging educators, and driving sales and membership growth.

This is a hands-on role for someone who thrives in a fast-paced, small-team environment and enjoys balancing strategic planning with practical implementation. We are seeking someone who can multi-task and who is comfortable "spinning multiple plates". Working closely with the Strategic Marketing Manager, you will help shape and implement integrated marketing campaigns using both online and offline strategies, with internal and external stakeholders.

**Key Responsibilities****1. Marketing Strategy and Implementation:**

- Develop and implement marketing campaigns to promote products and services across digital and traditional channels with the outcome to achieve sales.
- Use data-driven insights to segment audiences, plan campaigns, and maximise ROI.
- Monitor trends in education and RE, ensuring campaigns are timely and relevant.

**2. Digital Marketing and Content Creation:**

- Manage email marketing campaigns, including writing engaging copy and analysing results.
- Maintain and update websites with new content, promotions, and offers.
- Create content for social media channels to enhance visibility and engagement.

### 3. **Events and Outreach:**

- Plan and event management the national conference from logistics to promotion.
- Lead on the calendar of events, coordinating the CPD consultancy and training schedule, sponsorship of educational external events, organising staff attendance and promotional packs.

### 4. **Campaign Analysis and Reporting:**

- Track, analyse, and report on the performance of marketing campaigns against KPIs.
- Use analytics tools to measure website traffic, email engagement, and social media performance.

### 5. **Collaboration and Communication:**

- Work closely with RE Today advisers, NATRE teams, and external stakeholders to align messaging with organisational goals.
- Liaise with designers, printers, and digital teams to deliver high-quality marketing assets.

### 6. **Membership Growth:**

- Create campaigns to attract and retain NATRE members, highlighting the value of membership.
- Manage the member experience, ensuring consistent communication and engagement.

## **Qualifications and Experience**

- Minimum 3 years' experience in a marketing role in a marketing or communications role, preferably within education, non-profits, or publishing.
- Marketing qualifications (e.g. degree, CIM or equivalent).
- Strong copywriting skills and an ability to create accurate and compelling messaging.
- Experience with CRM platforms and digital marketing tools/software.

## **Skills, Gifts, and Abilities**

- **Marketing Expertise:**  
Experience in creating and delivering effective campaigns, ideally in the education or non-profit sector.
- **Digital Savvy:**  
Experience in using email marketing platforms (e.g., Mailchimp/Instiller), social media management tools (Hootsuite), website content management systems (e.g., WordPress, WooCommerce).
- **Strong Copywriting Skills:**  
Ability to write compelling targeted copy for print and digital channels.
- **Event Management:**  
Experience in managing and coordinating events.

- **Creative Thinker:**  
Strong content creation skills, including excellent written communication, editing, and basic graphic design (e.g., Canva or Adobe Suite).
- **Analytical Skills:**  
Ability to analyse campaign data and metrics (Google Analytics), adjusting strategies to improve results.
- **Organisation and Time Management:**  
Skilled at managing multiple projects, meeting deadlines, and prioritising tasks.
- **Interpersonal Skills:**  
A collaborative team player, able to communicate effectively with diverse groups, including educators and stakeholders.
- **Education Ecosystem Knowledge:**  
Familiarity with the education sector and Religious Education is advantageous but not essential.

### **Key Performance Indicators (KPIs)**

1. **Sales and Revenue:**
  - Growth in sales of publications and consultancy services.
  - Increase in training course registrations.
2. **Membership Engagement and Growth:**
  - Retention and recruitment of NATRE members.
  - Growth in member satisfaction scores.
3. **Campaign Performance:**
  - Open and click-through rates on email campaigns.
  - Engagement metrics for social media and website traffic.
4. **Brand Awareness:**
  - Increased reach and visibility of RE Today and NATRE within target audiences.

### **How you will work with the team**

The role reports to the Strategic Marketing Manager and collaborates closely with:

- Subject Experts and Advisers to ensure campaigns align with strategic goals.
- The Publications and Training teams to promote new products and services.
- Customer Service and Operations ensuring new product campaigns can be met by high-quality sales and service delivery.
- External suppliers (e.g., designers and printers) to deliver materials.
- The NATRE membership team to improve member engagement.

This role is ideal for someone with a passion for education and marketing, who wants to make a tangible impact on the teaching of Religious Education across the UK. If you're a proactive, creative thinker with excellent communication skills and a strategic mindset, we'd love to hear from you!

**How to apply:**

Email cv and covering letter to: [lorraine.williams@retoday.org.uk](mailto:lorraine.williams@retoday.org.uk)

Closing date: 18 August 2025